

Message Text

UNCLASSIFIED

PAGE 01 SANA 02396 120823Z

21

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W

----- 104901

R 120722Z JUL 76

FM AMEMBASSY SANA

TO SECSTATE WASHDC 0000

INFO AMEMBASSY JIDDA

UNCLAS SANA 2396

E.O. 11652 N/A

TAGS: BEXP, YE

SUBJ: FY 1978 USDOC/CAGNE TRADE PROMOTION PROGRAM

REF: A. STATE 136618

B. STATE 170852

1. ALTHOUGH POTENTIAL MARKET FOR AMERICAN GOODS IN YAR PROBABLY DOES NOT WARRANT ANY FULL-SCALE TRADE EVENT, EMBASSY PROPOSES THAT ONE OR TWO CATALOGUE SHOWS IN APPROPRIATE FIELD BE STAGED IN SANA IN FY-78 DRAWING UPON EVENTS WHICH MAY BE SCHEDULED IN JIDDA.
 2. PROPOSED CATALOGUE SHOWS SHOULD HAVE PRODUCT AS OPPOSED TO SERVICE THEME IN ONE OF FOLLOWING AREAS: BUILDING MATERIALS, CONSTRUCTION SUPPLIES AND MATERIALS, AGRICULTURAL IMPLEMENTS AND MACHINERY, CONSUMER APPLIANCES, VEHICLES AND VEHICLE SPARE PARTS, AND FOODSTUFFS (CANNED AND BULK COMMODITIES). ABOVE AREAS WOULD GENERATE GREATEST INTEREST IN LOCAL BUSINESS COMMUNITY.
 3. ANY PROSPECTIVE CATALOGUE SHOW SHOULD BE SUPPLEMENTED BY AS MANY FILMS (PREFERABLY IN ARABIC) AND OTHER AUDIO-VISUAL MATERIALS AS POSSIBLE. CATALOGUES AND OTHER PROMOTIONAL MATERIALS SHOULD BE IN ARABIC OR ARABIC/ENGLISH GIVEN LIMITED ENGLISH LANGUAGE ABILITY OF COMMERCIAL SECTOR HERE. ONLY MAJOR SCHEDULING RESTRICTIONS HERE DURING RAMADAN (JULY-AUGUST 1977), REVOLUTION DAY CELEBRATIONS (SEPT 20-30, 1977), CORRECTIVE MOVEMENT HOLIDAY (JUNE 12-15, 1977) AND ID AL-IDHA
- UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SANA 02396 120823Z

RELIGIOUS HOLIDAY (OCTOBER 1977).

4. NO SUPPORTING MARKET RESEARCH INFORMATION WILL BE AVAILABLE
AT POST. SUGGESTED PRODUCT THEMESE BASED ON FREQUENCY OF
COMMERICAL INQUIRIES MADE TO EMBASSY.
RANSOM

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976SANA02396
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760267-0825
From: SANA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760768/aaaachit.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 136618
Review Action: RELEASED, APPROVED
Review Authority: schaeafaj
Review Comment: n/a
Review Content Flags:
Review Date: 14 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <14 APR 2004 by ThomasVJ>; APPROVED <14 SEP 2004 by schaeafaj>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1978 USDOC/CAGNE TRADE PROMOTION PROGRAM
TAGS: BEXP, YE
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006